

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

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For: System and Method for Facilitating Targeted
Marketing Over a Telecommunication Network

Examiner: Al Aubaidi, Rasha S
Group Art: 2614

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June 27, 2008
(Date of Deposit)

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June 27, 2008
Date of Signature

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

SIR:

This is a response to the final Office Action dated April 30, 2008.

Remarks begin on page 9 of this paper.